

LEO BURNETT USA

A Division of Leo Burnett Worldwide Inc.

Ad No. 10042-02 - Reg. No. 554187 - "Lantern Silhouette" - Full Page, 11 x 12 1/2" - Alternative POP 1997  
Product: CIG



Marlboro

Photo: Merle Kay 1997

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING:** Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.



5040-1036181